

Case Study

“The challenge is to increase knowledge and experience of our employees in order to use our ticketing system to the full and meet our business targets.”

– Saeed Al Hameli, General Manager of the Bus transportation division
Abu Dhabi Department of Transport (DoT)



Four Conduent engineers have been seconded to Abu Dhabi to assist the emirate's Department of Transport (DoT) with operating the contactless ticketing system that was brought into service in May 2015. Saeed Al Hameli, General Manager of the DoT's Bus transportation division, explains the challenges facing this partnership.

Why have a Conduent team working alongside you on a daily basis?

Saeed Al Hameli: Our country is developing fast. A high percentage of the population are expats. The main mode of transport is the private car, so it is important to make public transport an attractive alternative. Contactless ticketing was recently deployed on the bus network with this aim in mind. And since this is a new system, we need to have an operating team from Conduent on site to train our employees and make sure the activities are going smoothly, also to maintain the health of the system in case of failure or issues.

How is the partnership organized?

SAH: Four Conduent engineers have been seconded to work with our teams for a two-year period ending in October 2016. They are handling some of our activities, acting as an outsourced unit. Their assignments revolve around three main objectives: ensuring the system runs smoothly, building our skills, and helping us improve our range of services.

In practical terms, who are they working with?

SAH: Within our ITS teams they are contributing operational expertise related to running the system and retrieving and storing data. In our financial department they are helping us to develop the reports and indicators needed to supervise activities and distribute revenue.

Are there already developments in the pipeline?

SAH: We plan to extend the bus network shortly: both the number of vehicles operated (currently 550) and the area covered. For Conduent, this means deploying equipment and handling greater volumes. In addition, drawing on the ridership analyses we have performed, we are working on a range of more attractive season ticket options.